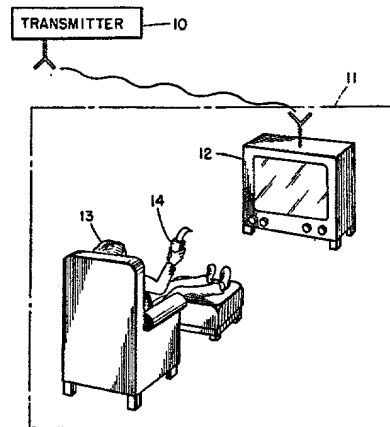


# United States Patent No. 5,128,752



## System and method for generating and redeeming tokens

Tokens and coupons are generated in a television viewer's home by the viewer entering selected product information and authentication data transmitted to and displayed on the television into a home generating unit. The tokens and coupons can be presented to stores or redemption facilities for prizes and discounts on selected products. The matrix used to record the product information and verification data may also be provided with a code for use in giving additional prizes to purchasers whose code matches a predetermined code. The generating unit may also comprise a memory for storing information regarding the coupons generated by the unit for later review by marketing and manufacturing companies.

12 Pages, 40 Claims, 7 Figures.

SERIAL: 07/604,787

FILING DATE: October 25, 1990

ISSUE DATE: July 7, 1992

INVENTOR: Von Kohorn, Henry; 945 Treasure La.; Vero Beach, FL 32963

REPRESENTATIVE: Perman & Green

EXAMINER: Kuntz; Curtis

ART UNIT: 2611

### PARENT: CROSS-REFERENCE TO RELATED APPLICATIONS

The present application is a continuation-in-part of copending U.S. patent application Ser. No. 07/424,089 filed Oct. 19, 1989, which is a continuation-in-part application of U.S. Pat. Ser. No. 07/192,355 filed May 10, 1988, now U.S. Pat. No. 4,926,255, and U.S. patent Ser. No. 07/192,248 filed May 10, 1988, now U.S. Pat. No. 4,876,592, which are continuation-in-part applications of U.S. Pat. Ser. No. 06/837,827 filed Mar. 10, 1986, now U.S. Pat. No. 4,745,468.

US CLASS: 358/84

# United States Patent No. 5,285,278

## Electronic redeemable coupon system via television

An electronic redeemable coupon generating system which comprises an encoder for encoding coupon-related data in a television signal transmission, the transmission including picture information for display on a television monitor screen; a decoder for receiving the television signal transmission and extracting the coupon-related data therefrom; and a recording device for recording the extracted coupon-related data on a recording medium for subsequent readout and redemption. In a preferred embodiment of the invention, the decoder includes a display driver for displaying indicia on a television monitor screen responsive to coupon-related data being encoded in the television signal transmission. Upon observing the indicia on the television monitor screen, the user can manually and selectively extract the coupon-related data from the television signal transmission. After an optional editing function, the extracted coupon-related data is stored on a recording medium such as a magnetically striped card.

18 Pages, 37 Claims, 9 Figures.

SERIAL: 07/887,450

FILING DATE: May 21, 1992

ISSUE DATE: February 8, 1994

INVENTOR: Holman, Michael J.; 45 Ranch View Rd.;  
Rolling Hills Estates, CA 90274

REPRESENTATIVE: Ladas & Parry

EXAMINER: Powell; Mark R.

ART UNIT: 2602

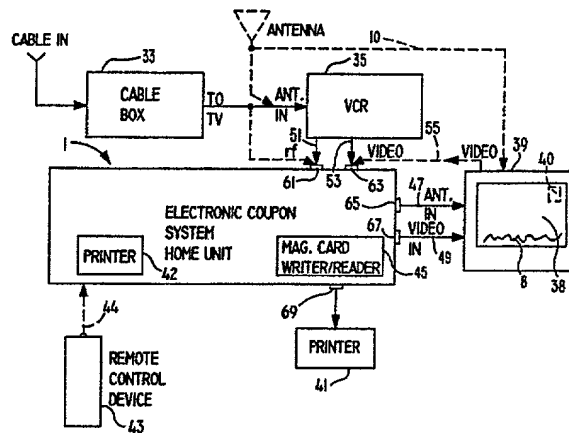
US CLASS: 358/142  
348/9 X, 348/42 X, 348/3 X, 348/5 X,  
348/465 X, 348/586 X

INT'L CLASS: H04N 7/08 (Volume 1)

SEARCH FIELD: 358/84, 358/86, 358/141, 358/146,  
358/93, 358/142, 358/183, 455/2,  
340/721, #JH/04N.708, H04/N.714

## CLAIMS

# United States Patent No. 5,287,181



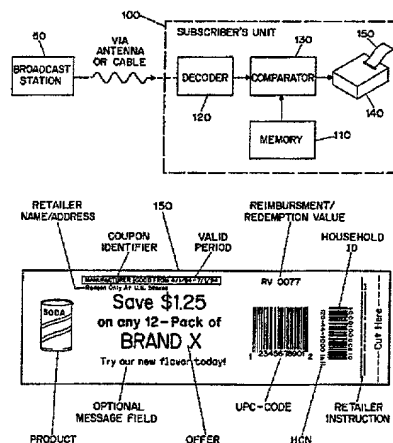
## Electronic redeemable coupon system and television

An electronic redeemable coupon generating system includes: an encoder for encoding coupon-related data in a television signal transmission, the transmission including picture information for display on a television monitor screen; a decoder for receiving the television signal transmission and extracting the coupon-related data therefrom; and a recording device for recording the extracted coupon-related data on a recording medium for subsequent readout and redemption. In a preferred embodiment of the invention, the decoder includes a display driver for displaying indicia on a television monitor screen responsive to coupon-related data being encoded in the television signal transmission. Upon observing the indicia on the television monitor screen, the user can manually and selectively extract the coupon-related data from the television signal transmission. After an optional editing function, the extracted coupon-related data is stored on a recording medium such as a magnetically striped card. The decoder may be part of the standard circuitry of a closed-caption adapted or modified television set. Provisions are made for electronically entering paper coupon information into the system.

26 Pages, 42 Claims, 12 Figures.

SERIAL: 07/932,799  
 FILING DATE: August 20, 1992  
 ISSUE DATE: February 15, 1994  
 INVENTOR: Holman, Michael J.; 45 Ranch View Rd.; Rolling Hills Estates, CA 90274  
 REPRESENTATIVE: Ladas & Parry  
 EXAMINER: Powell; Mark R.  
 ART UNIT: 2602  
 US CLASS: 348/473  
 455/2 X, 348/61 X, 348/1 X, 348/6 X  
 INT'L CLASS: H04N 7/08 (Volume 1)

# United States Patent No. 5,488,423



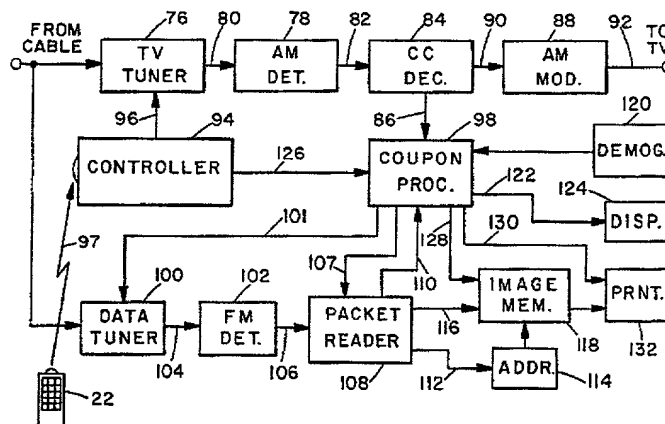
## Home communication method and apparatus

Redeemable shopping coupons for products or information printouts in categories preferred by a consumer are printed in the consumer's premises when made available by a manufacturer or advertiser through the coupon and information service. Data identifying either or both product and information category and printout content are broadcast in conjunction with regular television programs and received in decoder-printer units in the homes of consumers subscribing to the service. If received product or information category data matches pre-programmed category data stored in the subscriber's unit, a printer in the unit is activated to generate a printout containing the received coupon data or other information. Operation of the subscriber's unit requires no interaction through the unit with the broadcasting service nor does operation of the unit affect operation of the subscriber's television set.

7 Pages, 10 Claims, 4 Figures.

SERIAL: 08/341,509  
 FILING DATE: November 17, 1994  
 ISSUE DATE: January 30, 1996  
 INVENTOR: Walkingshaw, M. Jay; Wainscott, NY  
 Somerville, Lorne R.; London Great Britain(GB3)  
 Esdaile, Anthony R.; Selsdon Great Britain(GB3)  
 Stuart, David J.; East Grinstead Great Britain(GB3)  
 ASSIGNEE: U.S. Narrow Networks, Inc. (U.S. corporation)  
 New York, NY  
 REPRESENTATIVE: Brumbaugh, Graves, Donohue & Raymond  
 EXAMINER: Kostak; Victor R.  
 ART UNIT: 2602  
 US CLASS: 348/460  
 348/725 X, 348/473 X, 348/10 X

# United States Patent No. 5,500,681



## Apparatus and method for generating product coupons in response to televised offers

Coupon information is stored in a memory at a cable television station. The cable television station may simultaneously transmit multiple video signals, each representing different sources of television programming, over multiple television channels on the cable network. The video signal may at times, such as during a product advertisement or other offer, include an embedded coupon identifier. A coupon subsystem at the cable television station monitors each video signal and retrieves token information from a database when it detects a corresponding embedded token identifier. The coupon information is transmitted over a data channel on the cable network. A subscriber unit at the television viewer's site receives the data channel and extracts the coupon information. The television programming aurally or visually alerts the viewer that a coupon may be generated. If the viewer actuates an input device, such as a button on a television remote control, a printer generates a coupon bearing the coupon information.

10 Pages, 21 Claims, 4 Figures.

SERIAL: 08/248,484

FILING DATE: May 24, 1994

ISSUE DATE: March 19, 1996

INVENTOR: Jones, Charles P.; 3278 Jamul Highlands Rd.; Jamul, CA 91935

REPRESENTATIVE: Brown, Martin, Haller & McClain

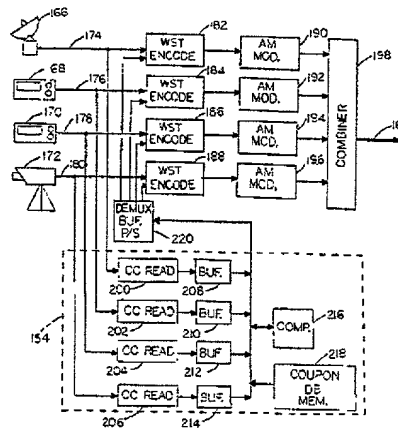
EXAMINER: Kostak; Victor R.  
Burgess; Glenton B.

ART UNIT: 2602

US CLASS: 348/473  
348/12 X, 455/2 X

INT'L CLASS: H04N 7/08 (Volume 1)

# United States Patent No. 5,978,013



## Apparatus and method for generating product coupons in response to televised offers

Coupon information is stored in a memory at a cable television station. The cable television station may simultaneously transmit multiple video signals, each representing different sources of television programming, over multiple television channels on the cable network. The video signal may at times, such as during a product advertisement or other offer, include an embedded coupon identifier. A coupon subsystem at the cable television station monitors each video signal and retrieves coupon information from a database when it detects a corresponding embedded coupon identifier and embeds the coupon information into the video signal before transmitting it. Coupon information may be embedded using teletext standards. A subscriber unit at the television viewer's site receives the television signal and includes a teletext decoder that extracts the coupon information. The television programming aurally or visually alerts the viewer that a coupon may be generated. If the viewer actuates an input device, such as a button on a television remote control, a printer generates a coupon bearing the coupon information. The coupon may have an anti-counterfeiting stripe. The subscriber unit may keep track of the coupons printed and prevent the user from printing those coupons again.

16 Pages, 21 Claims, 10 Figures.

SERIAL: 08/595,472

FILING DATE: February 5, 1996

ISSUE DATE: November 2, 1999

INVENTOR: Jones, Charles P.; P.O. Box 63; Jamul, CA 91935  
Kulakowski, Robert T.; 1483 Neptune Ave.; Leucadi, CA 92024

REPRESENTATIVE: Grimes & Battersby

EXAMINER: Flynn; Nathan

ART UNIT: 2711